

**WHAT IS CLAIMED IS:**

1. For use with a computer network, a media and advertisement distribution and tracking system, comprising:

a media server that distributes media to remote players via said computer network according to corresponding playback rules;

an advertisement server that distributes advertisements to said remote players via said computer network according to corresponding advertising schedules; and

a tracking subsystem that retrieves as-run logs from said remote players via said computer network and generates media and advertisement play reports and advertisement billing reports therefrom.

2. The system as recited in Claim 1 wherein said media server adjusts said playback rules based on said media play information.

3. The system as recited in Claim 1 wherein said advertisement server adjusts said advertising schedules based on said advertisement play information.

4. The system as recited in Claim 1 wherein said playback rules include aspects selected from the group consisting of:

geographic location of said remote players,  
establishment type in which said remote players are located,  
demographics of establishment in which said remote players are  
located,  
media playback history for said remote players,  
time of day,  
date,  
day of week,  
month of year, and  
season of year.

5. The system as recited in Claim 1 wherein said advertising  
schedules are based on aspects selected from the group consisting  
of:

geographic location of said remote players,  
establishment type in which said remote players are located,  
demographics of establishment in which said remote players are  
located,  
sequence,  
proximity to particular media being played,  
time of day,  
date,  
day of week,  
month of year, and

14 season of year.

6. The system as recited in Claim 1 wherein said advertising  
2 server comprises an interface that allows advertisers to upload  
3 said advertisements and modify said advertising schedules directly  
4 and to view ones of said media and advertisement play reports and  
5 advertisement billing reports.

7. The system as recited in Claim 1 wherein said computer  
network is the Internet.

8. A method of distributing and tracking media and advertisements, comprising:

distributing media to remote players via said computer network according to corresponding playback rules;

distributing advertisements to said remote players via said computer network according to corresponding advertising schedules;

retrieving as-run logs from said remote players via said computer network; and

generating media and advertisement play reports and advertisement billing reports from said as-run log.

9. The method as recited in Claim 8 further comprising adjusting said playback rules based on said media play information.

10. The method as recited in Claim 8 further comprising adjusting said advertising schedules based on said advertisement play information.

11. The method as recited in Claim 8 wherein said playback rules include aspects selected from the group consisting of:

geographic location of said remote players,

establishment type in which said remote players are located,

demographics of establishment in which said remote players are located,

7 media playback history for said remote players,  
8 time of day,  
9 date,  
10 day of week,  
11 month of year, and  
12 season of year.

12. The method as recited in Claim 8 wherein said advertising  
2 schedules are based on aspects selected from the group consisting  
3 of:

4 geographic location of said remote players,  
5 establishment type in which said remote players are located,  
6 demographics of establishment in which said remote players are  
7 located,  
8 sequence,  
9 proximity to particular media being played,  
10 time of day,  
11 date,  
12 day of week,  
13 month of year, and  
14 season of year.

13. The method as recited in Claim 8 further comprising  
2 allowing advertisers to upload said advertisements and modify said

3 advertising schedules directly and to view ones of said media and  
4 advertisement play reports and advertisement billing reports.

14. The method as recited in Claim 8 wherein said computer  
2 network is the Internet.

15. A music and advertisement distribution and tracking  
2 system, comprising:

3 a media server that distributes music to remote players via  
4 the Internet according to corresponding playback rules;

5 an advertisement server that distributes advertisements to  
6 said remote players via the Internet according to corresponding  
7 advertising schedules;

8 a skin server that distributes skins to said remote players  
9 via the Internet according to skin selection rules; and

10 a tracking subsystem that retrieves as-run logs via the  
11 Internet from said remote players and generates music and  
12 advertisement play reports and advertisement billing reports  
13 therefrom.

16. The system as recited in Claim 15 wherein said media  
17 server adjusts said playback rules based on said music play  
18 information.

17. The system as recited in Claim 15 wherein said  
19 advertisement server adjusts said advertising schedules based on  
20 said advertisement play information.

18. The system as recited in Claim 15 wherein said playback  
21 rules include aspects selected from the group consisting of:

3 geographic location of said remote players,  
4 establishment type in which said remote players are located,  
5 demographics of establishment in which said remote players are  
6 located,  
7 music playback history for said remote players,  
8 time of day,  
9 date,  
10 day of week,  
11 month of year, and  
12 season of year.

19. The system as recited in Claim 15 wherein said  
advertising schedules are based on aspects selected from the group  
consisting of:

geographic location of said remote players,  
establishment type in which said remote players are located,  
demographics of establishment in which said remote players are  
located,  
sequence,  
proximity to particular music being played,  
time of day,  
date,  
day of week,  
month of year, and



14 season of year.

20. The system as recited in Claim 15 wherein said  
2 advertising server comprises an interface that allows advertisers  
3 to upload said advertisements and modify said advertising schedules  
4 directly and to view ones of said music and advertisement play  
5 reports and advertisement billing reports.